

# TOWN OF HERNDON

*Enriching the Quality of Life and Promoting a Sense of Community*



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **“BIKE SMART. BIKE SAFE.” Bicycle Safety in the Town of Herndon**

Herndon, VA (April 24 , 2007) – Following its “Wait. Watch. Walk.” Pedestrian Safety campaign inaugurated in March, the Town of Herndon has launched a public awareness campaign to heighten the importance of bicycle safety on the Town’s roads as well as on the W&OD Bike Trail.

The Herndon Police Department and the Town’s Public Information Office collaborated to produce a flyer that outlines the primary tenets of bike safety: the importance of wearing a helmet, the importance of wearing bright clothing and having reflectors and white, battery operated headlights when riding at night, and the necessity for cyclists to obey traffic signals. The Herndon Rotary Club has donated funding to provide bicycle headlights; Herndon Police are distributing the headlights to cyclists found to be in violation of state law requiring their use.

The “Bike Smart. Bike Safe.” flyer is being distributed to residences and businesses near high traffic areas and through schools, public facilities, churches, neighborhood associations and neighborhood watch groups.

Additionally, the Herndon Police Department has dedicated a segment of its monthly program, “Policing Our Town,” to the issue of pedestrian safety. And Herndon police officers

are coordinating pedestrian safety tips into their scheduled presentations to school and neighborhood groups.

“The existence of the W&OD Trail through our downtown as well as many citizens’ reliance on bicycles as their mode of transport creates a significant amount of bicycle traffic throughout our community,” said Herndon Police Chief Toussaint E. Summers, Jr. “It is imperative that cyclists take every precaution to ensure their own safety as well as the safety of those they may encounter.”

To obtain copies of the “Bike Smart. Bike Safe.” flyer or the “Policing Our Town” segment on bicycle safety, contact Meg Murphy in the Town’s public information office at 703/435-6800 X2084 or via email at [meg.murphy@herndon-va.gov](mailto:meg.murphy@herndon-va.gov). Information is also available on the Town’s website, [www.herndon-va.gov](http://www.herndon-va.gov); click on “What’s New.”

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3<sup>rd</sup> largest town in the Commonwealth and is home to more than 23,000 citizens. Businesses located within the Town of Herndon, which range from high tech enterprises to entrepreneurially-owned establishments, employ approximately 23,500 people. In 2006, Herndon was named one of the “best affordable suburbs” in the nation by *Business Week* Magazine.

For more information, visit the Town’s website at [www.herndon-va.gov](http://www.herndon-va.gov).

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